

JUN 24 1925

©CLL 21589

THE LIGHT OF WESTERN STARS

Photoplay in 7 reels

From the novel by Zane Grey

Screen play by George C. Hull and Lucien Hubbard

Directed by William K. Howard

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

JUN 24 1925

"The Light of Western Stars" Is 7 Reels—6,859 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky

ZANE GREY

"The Light of Western Stars"

with Jack Holt, Noah Beery

Screen play by George C. Hull

Directed by William K. Howard

A Paramount Picture

PURPOSE: To Help You Sell

©CIL 21589

## Zane Grey's "The Light of Western Stars" Rip-Snorting Romance-Drama

### Historic Desert Locale Used as Setting for W. K. Howard Film

**Story, Crammed With Adventurous Action, Pictures Last Desperate Stand of Banded Outlawry on Arizona Border—Star Cast Featured**

"The Light of Western Stars," the latest of the Zane Grey novels to be transferred to the screen by Paramount, is a roaring western romance of the picturesque Arizona border, packed with vital drama, heroic deeds and dark villainies—a leaf torn from the gripping story of the West in which is pictured the last desperate stand of banded outlawry on the remaining vestige of frontier America.

The fierce action, which includes the driving off of cattle herds and the looting of a peaceful town by marauders, centers about four main characters: Jack Holt, the daring, virile cowboy whose six-shooter speaks a forceful language; Billie Dove, the lovely eastern girl thrust into the adventurous tumult of the border region; Noah Beery, the heavy-fisted outlaw leader; and Alma Bennett, a young Spanish girl of rare attractiveness.

The picture, true to the locale, was filmed in the magnificent stretch of mountain and desert land of southern Arizona through which winds the historic Apache trail. Many of the scenes were photographed against the remarkable scenic background of the Superstition Mountains.

William K. Howard, who jumped into the directorial limelight with that epic masterpiece, "The Thundering Herd," has produced "The Light of Western Stars" in a big, smashing way. Not for a moment does the photoplay fail to maintain its dynamic tempo; from the tense beginning to the thrilling finish, its powerful situations, dramatic climaxes and realistic atmosphere grip the interest like a vise.

With a tremendously absorbing plot, an outdoor setting of marvelous beauty, expert direction and a sterling cast, "The Light of Western Stars" represents the concentrated essence of fascinating and colorful film entertainment. And furthermore, the fact that it vividly recreates another stirring chapter in the winning of the West gives it an historical significance that raises it above the average so-called western.

### Cast

Gene Stewart.....	Jack Holt
Madeline Hammond.....	Billie Dove
Brand.....	Noah Beery
Bonita.....	Alma Bennett
Al Hammond.....	William Scott
Billy Stillwell.....	George Nichols
Monty Price.....	Mark Hamilton
Nelse.....	Robert Perry
Stub.....	Gene Pallette

### Synopsis

THE story opens with the seizure of the sleepy town of time to save the girl from Brand.

ZANE GREY'S smashing romance of the Arizona border in the days when a quick trigger and a fast horse were a man's best friends.

Outspeeds, outthrills, outshines in every way "The Thundering Herd." Made by the same director.



## THE LIGHT OF WESTERN STARS

Screen play by George C. Hull and Lucien Hubbard

Three-column Newspaper Advertisement

## Advance Newspapers

"Light of Western Stars" Is Coming to the Rialto

Zane Grey Border Drama Opens at Rialto Sunday

LASHING on the heels of that

THE Light of Western Stars, a clean, wholesome



# SHEET

Adolph Zukor and Jesse L. Lasky present  
**ZANE GREY**  
**"The Light of Western Stars"**  
 with Jack Holt, Noah Beery and Billie Dove  
 Screen play by George C. Hull  
 Directed by William K. Howard  
 A Paramount Picture

Picture to the Public.

## "The Light of Western Stars" Is a Romance-Drama of Frontier America

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and Lucien Hubbard Directed by William K. Howard

Three-column Newspaper Advertisement 3A

### Newspaper Stories

**Zane Grey Border Drama Opens at Rialto Sunday**

**"The Light of Western Stars,"** another of those clean, wholesome, typically American stories for which Zane Grey is famous, has been filmed

**New Zane Grey-Paramount Picture on Local Screen**

**THE** clash between desperate outlaws and the law-abiding element in the vast cattle country of Southern Arizona provides the par-

### PUTTING IT OVER RIGHT

"The Light of Western Stars," with its typical Zane Grey brand of romance and thrills and its rugged western atmosphere, lends itself readily to certain, specific exploitation stunts.

Some of the suggestions outlined in this column are new, some are old, but all of them are designed to attract attention to the picture and draw people to the box-office.

**Lobby Display:** If possible, cover one side of your lobby—out of the way of where people walk when entering and leaving the theatre—with an inch or so of sand and dirt. Stick in this (held up by blocks under the sand) sage brush, scrub trees and other typical desert growths. Place an old cow's or horse's skull on the sand. Make it represent a typical desert scene. It's different enough to make people stop, look and wonder.

**Cowboys riding horseback through town, carrying banners, would make an appropriate ballyhoo.**

If you can get an old stage-coach, load it with young chaps (high school boys will do) in western shirts and hats and drive it around town with signs or 11 sheets and 3-sheets on the sides. A covered wagon would do in the event you can't find an old stage-coach.

**Prologue:** A duet, trio or quartette, in cowboy costumes, singing Western songs on the stage. If you have the facilities, seat them about a fake camp-fire, with saddles, guns, bed-rolls and such stuff scattered about the stage.

Try to get a man who is not known in your town to doll up in cowboy outfit and ride into town for a day, spending most of his

time in front of the newspaper office and about the main street corner. Put a bed-roll on the back of his saddle, as if he were camping out on his trip. Have a sign for each side of his saddle, reading: From Arizona to Hollywood, to ask Zane Grey to make more pictures like "The Light of Western Stars." Have him appear in your town the day before you start the picture or the same day you open it.

**If you can get half-a-dozen or more cows to be driven through town by a couple of cowpunchers, with an appropriate sign, that will help for a ballyhoo.**

If the weather is warm and the children are out of school, why not pull a "Juvenile Frontier Day." Get the newspaper to sponsor it. The Boy Scouts can take part in a body, as well as other boys and girls. Offer prizes (small ones) for the best costumes, of both boys and girls worn at the festival. Have races, games, contests—any stunts that appeal to children. Have your advertising paper all over the grounds where the festival is staged. This stunt invariably turns into a "town holiday." It will cost you little and will get you a great deal.

**Book Tie-up:** With an author like Zane Grey, a stunt is always worth a try. In any local bookstore, well should

**Resemblance Contest:** Offer a prize through the newspaper for the local girl who most closely resembles Billie Dove, leading woman in the picture. Get them to send their photographs to the paper, and for the wind-up have all the girls assemble at the theatre or newspaper office to be judged in person. Since Billie Dove is an ex-Follies girl, you can announce that the winning girl's picture will be forwarded to Florenz Ziegfeld.

### Film Facts in Tabloid

#### Featured Players

A trio of popular favorites—Jack Holt, Noah Beery and Billie Dove.

#### Director

William K. Howard, who scored such a sensational success with "The Thundering Herd."

#### Author

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#### Highlights

Action is the thrilling keynote of this production. The story keeps poppin' along, and big scenes follow each other with amazing rapidity.

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## Synopsis

THE story opens with the seizure of the sleepy town of Miramonte, on the American side of the Arizona border, by Brand, a notorious outlaw chief, and his band of desperados. After terrorizing the inhabitants and executing a young landowner who has been held for ransom, the band rides across the mountain range to El Cajon, a boisterous western desert town.

In El Cajon, Gene Stewart, a dashing and popular cowboy, has vowed, at the climax of a drunken spree, to marry the first girl who alights from the transcontinental train. The girl happens to be Madeline Hammond, who has come from the East, and Stewart discovers just before the marriage ceremony by force is finished that she is the sister of his best friend, Al Hammond, a rancher.

While the remorseful cowboy is offering his apologies to the girl, her brother, at the local cantina, becomes involved in an argument with the outlaw chief over Bonita, a pretty Spanish girl. In the shooting that follows, Hammond kills one of Brand's men and makes his escape. Stewart helps him get out of the country, and promises to look out for Madeline.

Thirsting for revenge, Brand raids the Hammond ranch repeatedly and drives off scores of cattle. Although she hasn't as yet forgiven him, Madeline swallows her pride and appeals to Stewart for help. The young cow-

boy arrives at the ranch just in time to save the girl from Brand who has abducted her. Unfortunately, Madeline's unreasonable jealousy over Stewart's supposed relations with Bonita leads to a misunderstanding and the cowboy leaves for Miramonte, where he meets Hammond who has returned from hiding across the border.

Determined to have Madeline, Brand makes a surprise attack on the ranch and succeeds in carrying her off prisoner. Then, with the idea of looting the town, he swoops down on Miramonte and captures Stewart and Hammond. When Madeline spurns the bandit chief's advances, the latter tells her that she may choose whether Stewart or her brother shall live. The other must take the "walk of death." In this the victim is apparently given his freedom and then shot down from ambush.

Madeline finally selects the cowboy to be saved, but Brand, seeing that Stewart means more to her, orders his men to turn Hammond loose. As the latter rides off for help, the courageous cowboy starts on the "walk of death." It is at this thrilling moment that Stewart's friends who had been searching for him, arrive upon the scene of action.

A pitched battle between the entrenched outlaws and the rescuers comes as terrific climax, and Stewart and Brand fight it out hand-to-hand while Madeline waits for victory and happiness with her cowboy lover.

outshines in every way "The Thundering Herd." Made by the same director.



# THE LIGHT OF WESTERN STARS

Screen play by George C. Hull and Lucien Hubbard

Three-column Newspaper Advertisement

## Advance Newspaper

### "Light of Western Stars" Is Coming to the Rialto

FLASHING on the heels of that epic of the Great West, "The Thundering Herd" comes another powerful Zane Grey story, in which are woven the might, the romance and the outlawry of frontier struggle, "The Light of Western Stars," directed by William K. Howard, the man who produced "The Thundering Herd."

This latest Paramount production, which opens at the Rialto Theatre next Sunday, has the popular and virile Jack Holt in the hero role, with Noah Beery and Billie Dove sharing the featured honors.

The setting is laid in the Southwest at the time when the admission of Arizona and New Mexico to statehood enlarged the realm of the cattle country. It is essentially a story of cowboy drama, of deeds of valor that overcome villainy and of gunfighting with the love of a beautiful girl as the prize.

As in all picturizations of Zane Grey's fascinating and colorful western dramas the locations were chosen with the greatest fidelity possible to the actual settings of the novel. Much of the story was photographed in the mountain and desert country of southern Arizona through which winds the historic Apache trail. And for many of the scenes Director Howard took his players into the hauntingly beautiful recesses of the Superstition Mountains.

"The Light of Western Stars" has much of interest to film fans quite apart from its entertainment values. Dealing as it does with one of the most violent periods of American history, it is tremendously absorbing because it gives us a realistic glimpse of the rip-roaring life in those hectic border days.

### Zane Grey Border Drama Opens at Rialto Sunday

THE Light of "Western Stars," another of those clean, wholesome, typically American stories for which Zane Grey is famous, has been filmed by Paramount under the direction of William K. Howard, the producer of that epic photoplay, "The Thundering Herd."

It will be the main feature at the Rialto Theatre where it opens next Sunday for a three days' run.

Picture-goers, who have come to expect certain things in Zane Grey productions, will find them in overflowing measure in his latest celluloid opus. "The Light of Western Stars" is a romance of the Arizona border where desperadoes clash with the sturdy Americans who are building up the great range country.

The story vividly pictures the last stand of the bold, bad men of the West—outlaws, cattle rustlers and pillagers—on the last strip of frontier country, and the love element which is pivoted the thrilling battle again, high-handed villainy is generally combined with red-blooded action and compelling drama.

Added to that is the fact that the photoplay was filmed on the exact locations mentioned by the author in his book, thus giving an atmosphere of realism impossible to obtain in any other way.

For the true interpretation of the various characters, Director Howard has assembled a group of experienced troupers headed by a trio of screen celebrities—Jack Holt, Noah Beery and Billie Dove. Alma Bennett, William Scott, and George Nichols are among those who appear in the strong supporting cast.





OF WESTERN STARS

and Lucien Hubbard Directed by William K. Howard

Free-column Newspaper Advertisement 3A

Newspaper Stories

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Added to that is the fact that the photoplay was filmed on the exact locations mentioned by the author in his book, — picturesque savori cactus country of Arizona with the magnificent background of the Superstition Mountains — thus giving it an atmosphere of realism impossible to obtain in any other way.

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New Zane Grey-Paramount Picture on Local Screen

THE clash between desperate outlaws and the law-abiding element in the vast cattle country of Southern Arizona provides the parallel of destruction and progress in the building of the West, and is brought out in a colorful, romantic manner in "The Light of Western Stars" the Paramount screen version of the Zane Grey novel of the same name, which comes to the Rialto on Sunday.

Filed under the personal direction of William K. Howard, the producer of that cinema epic, "The Thundering Herd," and featuring an all-star cast including Jack Holt, Noah Beery and Billie Dove, "The Light of Western Stars" is essentially an adventurous-drama of thrilling action with a compelling love interest that takes the most unexpected turns.

When Holt, renowned for his exploits in the cattle country, makes a vow during a rollicking spree to marry the first girl who alights from the transcontinental train at El Cajon, he little dreams of the exciting adventures that are to follow.

For across the mountain range, terror has descended upon the peaceful town of Miramonte — terror wrought by Noah Beery, who has ridden in with his bandit followers to pillage and slay. And Holt is to come to death-grips with Beery over the girl, Billie Dove, who happens to arrive at the time of Holt's madcap vow.

This is the auspicious beginning of the dynamic plot which sweeps along to a pulse-stirring climax through an amazing series of melodramatic situations involving gun-fighting, kidnapping, cattle-rustling and daring deeds of heroism.

Particular interest attaches to the marvelous outdoor settings inasmuch as the entire production was photographed in the mountain and desert country of Arizona.

rugged western atmosphere, lends itself readily to certain, specific exploitation stunts.

Some of the suggestions outlined in this column are new, some are old, but all of them are designed to attract attention to the picture and draw people to the box-office.

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Film Facts in Tabloid

Featured Players

A trio of popular favorites—Jack Holt, Noah Beery and Billie Dove.

Director

William K. Howard, who scored such a sensational success with "The Thundering Herd."

Author

Zane Grey, the premier writer of western fiction.

Scenarists

George C. Hull and Lucien Hubbard, whose screen adaptation is a faithful transcription of the novel.

Type of Story

A colorful desert romance of the Arizona border where desperate outlaws clash with the sturdy Americans who are building up the great range country. The Arizona cattle territory is rich in romance and scenic grandeur. It long remained the last strip of frontier America while civilization hemmed it in. The bad man of the West played out his losing hand there.

Backgrounds

The desert land of southern Arizona through which winds the historic Apache trail; where the giant savori cactus plants point their gaunt arms toward the purple heights of the Superstition Mountains, and where occasional rains magically change the arid desert to a vast carpet of flowers.

Appeal

Motion picture patrons have come to expect certain things in Zane Grey pictures and they have never been disappointed. Every one of his stories is clean, wholesome, typically American, and what is more, full of action, drama and love. He writes of the West with sympathy and understanding

because he knows the West as few other men know it. Furthermore, all of his plots are based on actual, historical facts and incidents, hence they "ring true."

Highlights

Action is the thrilling keynote of this production. The story keeps poppin' along, and big scenes follow each other with amazing rapidity.

The seizure of the town of Miramonte by the outlaw band is an exciting scene. This is the beginning of Beery's ruthless reign of terror.

A dramatic moment occurs when Holt forces Billie Dove to undergo a marriage ceremony so as to carry out his hilarious vow. This is the girl's first introduction to the West.

The fight over Alma Bennett in the cantina gives a realistic glimpse into a vanishing type of border saloon and its gun-toting frequenters.

Beery's abduction of Miss Dove and her rescue by Holt is a scene charged with excitement and thrills.

The night attack by the outlaw band on the ranch and the capture of Billie Dove carries a tremendous punch, which is intensified when Beery makes prisoners of Holt and Scott.

Heart interest and suspense quicken in the scene where Beery forces Miss Dove to choose between the two men as to which shall live and which be shot. Each urges her to save the other. She finally picks Holt, but Beery turns Scott loose.

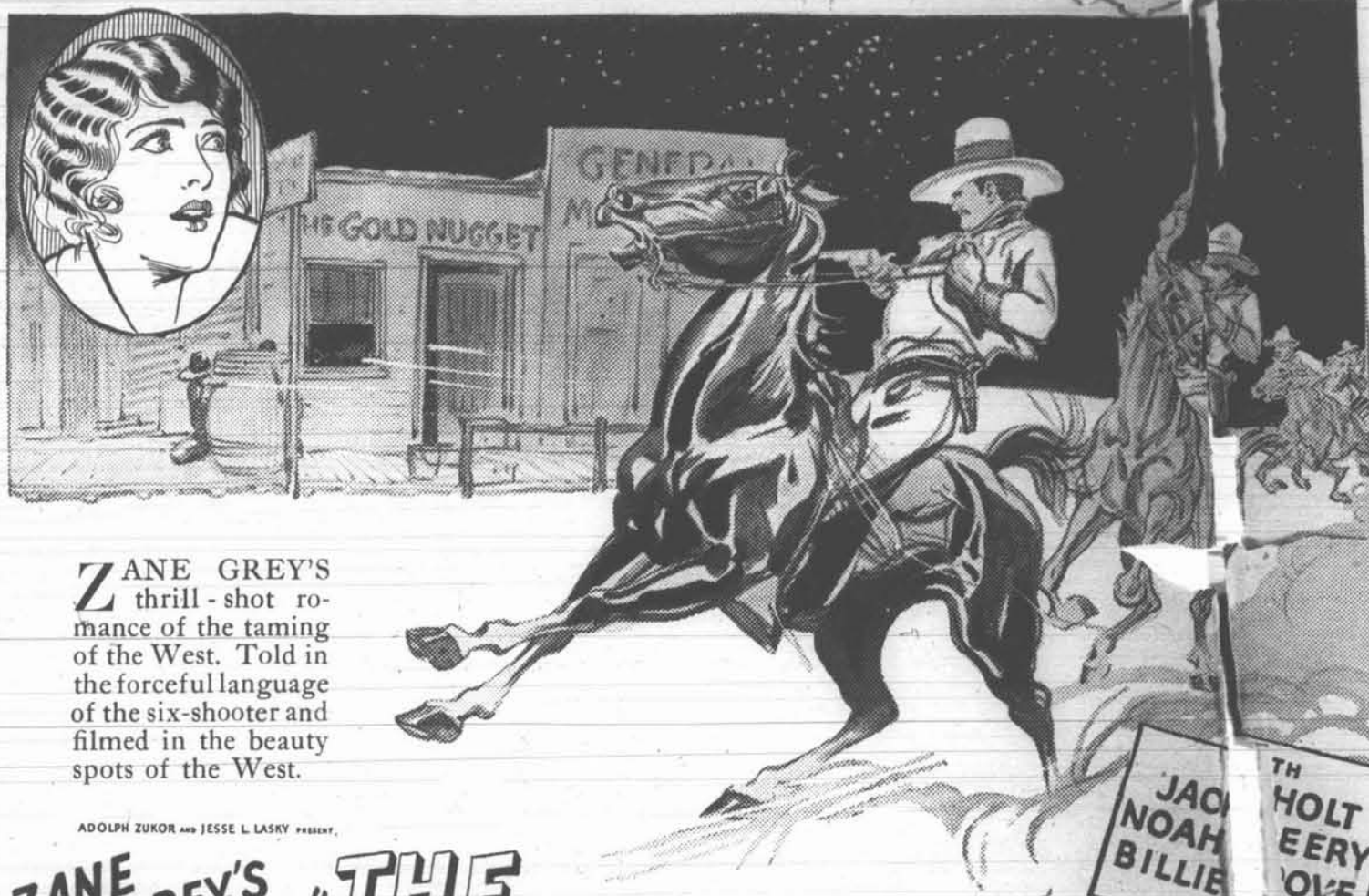
The dynamic climax is the gripping highspot in the production. Holt starts on his "walk of death," and in the nick of time his cowboy friends arrive to rescue him. The battle that follows results in victory for Holt.





Fill that Space with **Para**

Out Where the Thrills Begin!



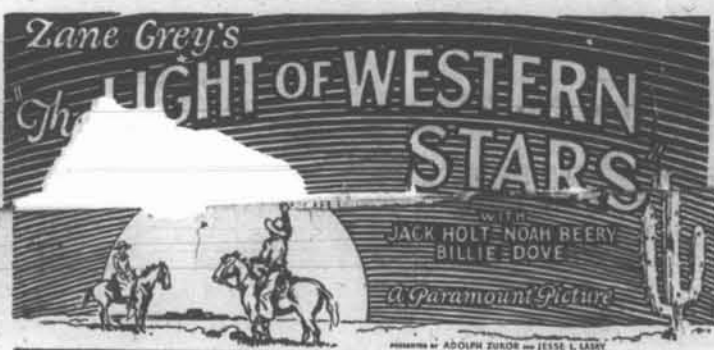
**Z**ANE GREY'S thrill-shot romance of the taming of the West. Told in the forceful language of the six-shooter and filmed in the beauty spots of the West.

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

# ZANE GREY'S "THE LIGHT OF WESTERN STARS"

A Paramount Picture

Four-column Newspaper Advertisement 4A



**A**NOTHER of Paramount's big Zane Grey productions, and easily the best of the series.

A tale of hair-raising adventure and hairbreadth escapes; of border clashes, broncho busting, straight shooting—and a dash of love.

Screen play by George C. Hull and Lucien Hubbard  
Directed by William K. Howard

Two-column Supplementary Press Ad 2ASX

REST  
of  
BILL

## Ad or Program Paragraphs

Come and see why the book sold over a million copies.

An adventure-thriller of the land of crags and canyons.

The blood of every real American will thrill at it.

A tale of your own West as it really is.

Red-blooded action surging through magic Arizona nights.

Zane Grey—the name's a guarantee of 100% action-entertainment.

Moonlight on the mesa—gorgeous and danger-filled.

When the West was young and romance galloped over the trails.

Somewhere West of Laramie—the land of quick triggers and golden girls.

"Paramount makes my pictures the way I write them"—Zane Grey.

Hit the trail to the Land of Romance.

"The Light of Western Stars" blazes the Trail of Romance.

ZANE GREY'S "THE LIGHT OF WESTERN STARS"



# with Paramount Press Ad!



## Begin!



JACK HOLT AND BILLIE DOVE IN ZANE GREY'S  
"THE LIGHT OF WESTERN STARS" A PARAMOUNT PICTURE  
Two-column Production Mat 2P

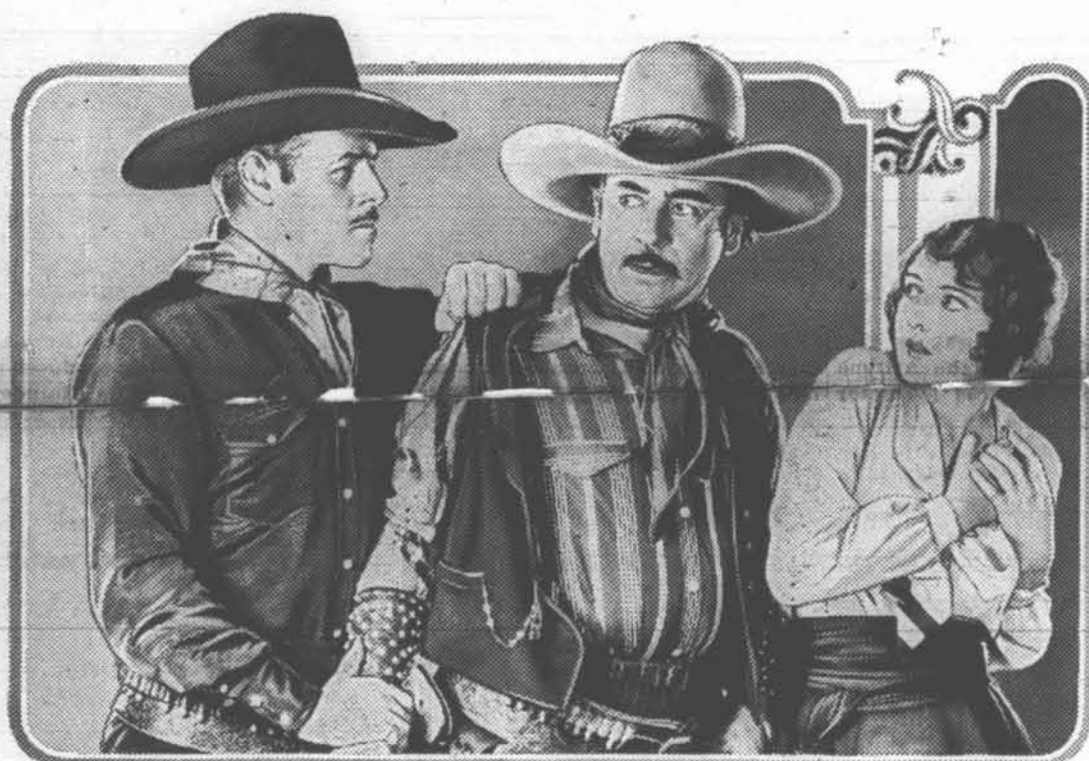


Two-column Supplementary Press Ad 2AS



ZANE GREY'S  
lightning - swift  
tale of the final clash  
between civilization  
and outlawry in the  
Arizona wilds. Ablaze  
with color; alive with  
thrills.

One-column Press Ad 1A



JACK HOLT, NOAH BEERY AND BILLIE DOVE IN A SCENE  
FROM ZANE GREY'S "THE LIGHT OF WESTERN STARS" A PARAMOUNT PICTURE  
Three-column Production Mat 3P

NOTE:—

In ordering ads and pro-  
duction scenes, be sure  
to mention the numbers  
under cuts.

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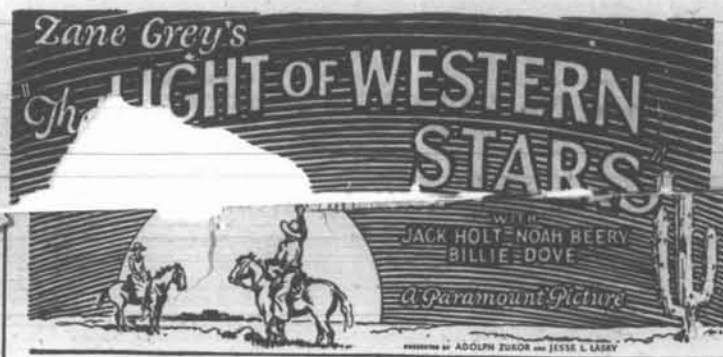
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Two-column Supplementary Press Ad 2ASX

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**T**HE best-selling novel by the premier writer of Western fiction.

Cyclones of thrills, miracles of riding—and a delightful love story.

Screen play by George C. Hull and Lucien Hubbard  
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Two-column Press Advertisement 2A

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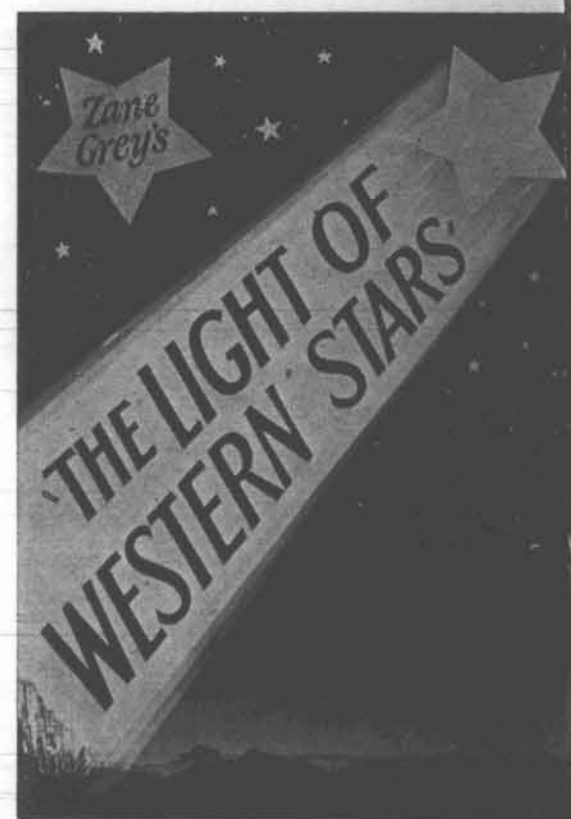
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### Gorgeous Four-Page Color



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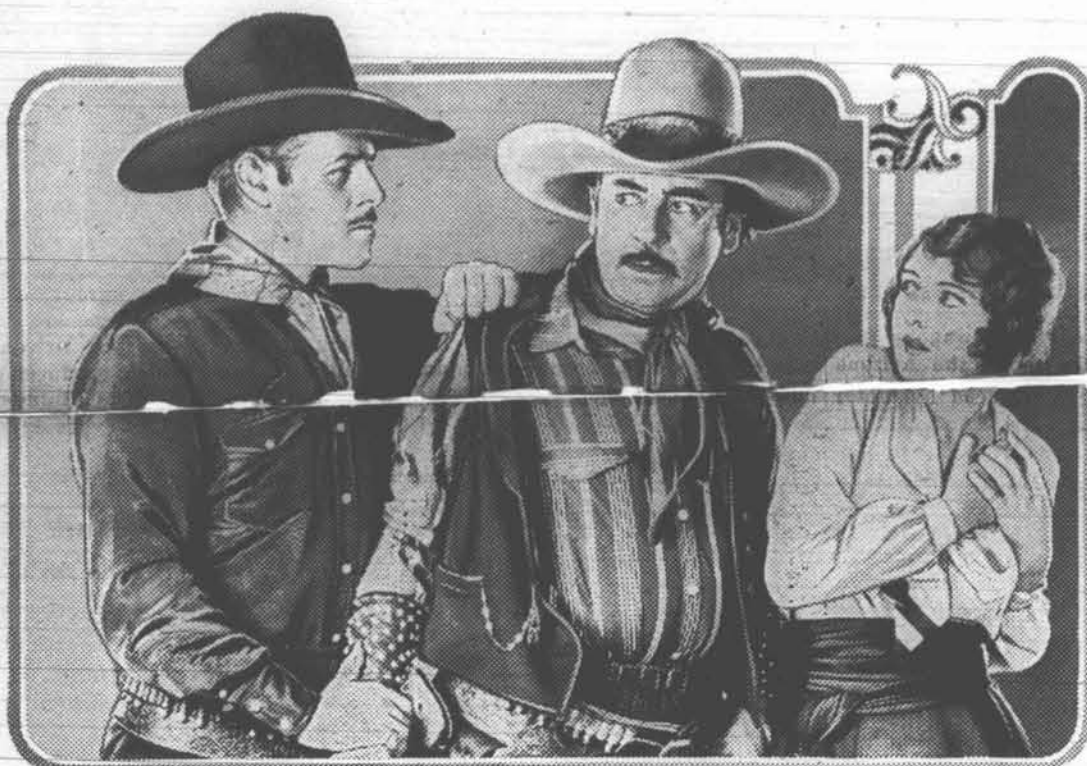




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**HORIZONTAL**

- Pale
- Definite article
- Girl's name
- Ireland (abbr.)
- Frogs
- Republique Francaise (abbr.)
- To ignite
- A river of ancient Italy
- A Tutelary God
- Man's nickname
- Before (poet.)
- The sign for the keynote
- Army Ordnance Dept. (abbr.)
- Of the west
- A lass
- A Roman censor
- Registered Nurse (abbr.)
- Fifteen hundred fifty
- Uncooked
- To dispute
- A country in Asia
- Toward
- Leading moving picture actors
- Railroad (abbr.)
- Female sheep
- Woman's name (Sp.)
- Naughty

**VERTICAL**

- The name of a famous conqueror
- Melodies
- Small children
- Exclamation
- A kind of cheese
- Evaporated
- In the distance
- Thursday (abbr.)
- South Latitude (abbr.)
- Expanding
- A man's name
- Performed
- Man's nickname
- A circle
- A director of Paramount pictures
- A weapon
- A South American weasel
- Measure out
- Silver coin of Italy
- Consumed
- Pronoun
- Nova Scotia (abbr.)
- Part of the verb "to be"

LIGHT OF WESTERN STARS

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# Publicity Has a Dollar

## Horsemanship Thrills Mark Frontier Film

### Daredevil Riders Add to Realism of "The Light of Western Stars"

THE most thrilling headlong ride that the cattle country of southern Arizona has ever witnessed was taken by Paramount's company of daring cowboys during the filming of Zane Grey's frontier romance-drama, "The Light of Western Stars", which opens next week at the Rialto Theatre.

William K. Howard, director, was elated at the realism of the dangerous gallop over the desert, while Jack Holt, Noah Beery and Billie Dove, who are featured players in the production, said they had never seen anything to equal it for sheer horsemanship.

The mad rush on horseback occurs in an exciting rescue scene in which the cowboys set out to save Holt and Miss Dove from Beery, who plays the part of a desperate outlaw chief. It is a terrific race against time, for Beery has sent Holt on the "walk of death," that is, forced him to walk between two rows of buildings from which concealed bandits open fire, the idea being to kill him just as he reaches the open street.

The cowboys, several miles away, learn of Holt's danger and start out at a breakneck pace to save him. The sensations of those who watched that hazardous exhibition of daredevil horsemanship were succinctly summed up by Jack Holt.

"The horses and riders coming at top speed were like a thunder storm," he said. "We heard a pounding almost before we sighted the riders. A cloud of dust swirled behind them as they came into close view. It had more thrill than a dead heat on a race course."

This dynamic scene is but one of the many tremendous episodes and situations that develop in the unfolding of the story, which pictures with amazing fidelity the turbulence and violence that conflicted with the building up of frontier America—the vast range territory of the Southwest.

## Horse Vanishing Along With Old West Is Cry

The old-time freight wagons that left their tracks across the Arizona desert have been replaced by motor trucks, and another picturesque feature of the last section of the American frontier has vanished, according to the Paramount company which spent several weeks in the border region filming Zane Grey's "The Light of Western Stars."

"Arizona is the last place where civilization is crowding out the horse," pointed out Noah Beery, one of the featured players. "It is something that saddens the old ranchers and desert dwellers. They hate to see the gradual extermination of the horse and that is what is surely happening even in Arizona."

"To those who live in the cities a horse is almost a rarity, but down in the open range country things have been different up to now. But motor transportation is finally conquering the great open spaces."

Beery plays the role of a cruel bandit chief who comes to death grips with Jack Holt, a romantic cowboy, over Billie Dove, a lovely Eastern girl. William K. Howard, famous as the producer of "The Thundering Herd," directed "The Light of Western Stars."

## Screenites Invade Indian Country on Location Trip

Scaling a tortuous trail up to the rocky citadel of the Superstition Mountains in Arizona, where the warring Apache Indians fought to death,

## Special Stories

### Holt Is Human Target in Zane Grey Thriller

THE "walk of death," a form of execution that involves the most extreme suspense, provides one of the many thrilling sequences in Zane Grey's "The Light of Western Stars," which William K. Howard directed for Paramount.

Spaniards call it "la le de fuga," and it is adopted in the picture by Noah Beery, who plays the role of an outlaw chief. Jack Holt, hero of the border drama, is captured by Beery. He is told that he may go free, but as he walks away, a number of the concealed bandits open fire, toying with him, the object being to kill him as he is within sight of liberty.

For several uncomfortable minutes Holt is a veritable human target. A shower of bullets rain about him, flicking up the dust at his feet, and one shot takes off his hat. To "Partner" Jones, famous cowboy sharpshooter, was entrusted the delicate task of doing this critical shooting. Jones is reputed to be one of the finest marksmen in America, and he certainly gave a remarkable exhibition of coolness, iron nerve and eagle eyesight during the filming of this dangerous scene.

"The Light of Western Stars" is a smashing adventurous drama with more than its share of the brand of thrills and exciting action that characterized such former Zane Grey productions as "The Thundering Herd," "Wanderer of the Wasteland" and "Heritage of the Desert."

The magnificent stretch of Arizona border country through which winds the historically famed Apache trail furnishes the setting of this latest outdoor thriller which pictures the last desperate stand of banded-outlawry on the remaining vestige of frontier America.

Billie Dove, ex-Follies beauty, is featured with Holt and Beery and the supporting cast includes Alma Bennett, William Scott and George Nichols.

### Noah Beery Lauds Bold Bad Man of Woolly West

The difference between the bad man of the Arizona border "then and now" was explained by Noah Beery, Paramount villain par excellence, when he returned from location on "The Light of Western Stars," the new Zane Grey romance-thriller, which William K. Howard directed.

The popular screen heavy studied the difference, talked with veterans of the wild and woolly days, and delved into books on the subject in grooming himself for the role of outlaw leader he portrays in the latest Paramount production.

"The old desperado," said Beery, "was just naturally a hard character always aching for a hell-raisin' expedition of some sort, but he was willing to stand up and shoot it out. He rustled cattle, raided towns and was open in his defiance of law."

"Arizona's bad men of today are just like the lawbreakers in other states. They are cunning crooks, seeking to evade detection in order to make money. Their villainies consist of smuggling, rum-running, and sneaking Chinamen over the border. There is nothing to commend them. The old time bad man was at least daring and picturesque."

"The Light of Western Stars" is written around the up-building of the Arizona cattle country which long remained the last strip of frontier territory while civilization hemmed it in. The bad man of the West played out his losing hand there.

Jack Holt, as the hard-fighting cowboy, and Billie Dove, as the lovely and appealing heroine, share the acting honors with Beery.

## Popular Screen Star Who Is Daring Cowboy in Paramount Western



JACK HOLT  
IN THE PARAMOUNT PICTURE  
"THE LIGHT OF WESTERN STARS"

Production Mat IPA

HE'S the last of the cowboys, old style. He don't own nothin' in the world but a horse and a gun—not even a quirt. But, lady, in a fracas he's sure four aces in the hand. He's the gunfightinest fool from El Paso to the Coast."

That's the way a pal describes the hero of "The Light of Western Stars," the roaring Zane Grey romance-drama of the Arizona border days. And when Paramount decided to transfer this story to the screen, they very wisely chose the popular and virile Jack Holt to portray the role of the gun-fightin' hard-ridin' straight-shootin' cowboy.

Not intrinsically a drama of gun-fights and bloodshed, "The Light of Western Stars" is a big rugged outdoor story of the sturdy men who rid the cattle ranges of infesting outlaws and make the Arizona border a safe, progressive region.

The action of the plot revolves around Holt, Noah Beery, a cruel and cunning bandit chief, and Billie Dove, a beautiful girl from the East. Alma Bennett is also prominently cast as a bewitching Mexican dancer.

The picture was filmed against the picturesque scenic backgrounds of the colorful desert country of Arizona. William K. Howard, the producer of the epic film play "The Thundering Herd," directed "The Light of Western Stars."

## Carrier Pigeons Link Film Player to Family

Carrier pigeons provided a direct air line communication between Jack Holt and his family when he went on location for the latest Zane Grey western production, "The Light of Western Stars."

The featured Paramount player spent three weeks in the almost uninhabited region of southern Arizona near the Superstition Mountains, far from telegraph or post offices. He took along three carrier pigeons from Los Angeles.

The first pigeon was released and winged its way safely to Holt's home when he arrived at Fish Creek Inn, on the Apache trail. It carried a message to his family that he was cheerful and in good health. He released the second pigeon at the end of a week to assure them all was well, and sent the third pigeon just before he left Arizona to tell Mrs. Holt he was on his way home.

"It was a bit of thoughtfulness and sentiment that few husbands would think of," Director William K. Howard said. Noah Beery and Billie Dove, who are featured with Holt in the picture, expressed the wish that they had brought along carrier pigeons too, when they discovered

## Reel Hat Real Experience!

The most valuable about hat ever worn by actor on the screen suits the head of Jack Holt in the new Zane Grey picture "The Light of Western Stars," which William K. Howard directed for Paramount.

Holt, as the dashing picturesque cowboy in the film, had to have a particular make of black, cowboy hat, gear, broad-brimmed and high-crowned, but not exactly a sombrero.

It was necessary to send to Cheyenne, Wyoming, to get the right hat and it cost \$50.00. The hat is known as the "Tommy Grimes."

## Modern Cowboy Very Versatile Says Holt

The Arizona cowboy of today drives a Ford with the same skill rides a horse, but his bigament the automobile is this:

"You don't have to close doors a saddle."

Just why the cowboy hates to open and close the doors of an automobile is puzzling but true, according to Jack Holt, Paramount featured player, who sized up the modern cowboy while on location in Southern Arizona for the new Zane Grey western romance, "The Light of Western Stars."

"The cowboy garb is similar not as picturesque as former pointed out Holt. "I'm a puncher just as good a roper of old, he also has to know how to operate a gasoline engine if he is tending a windmill that runs a pump out the range. He covers more ground nowadays because there are fewer cowboys than formerly. That's where the automobile comes in."

"His clothes have not changed much because each item of his apparel is designed to meet a certain condition of the range country. loose neckerchief—less flowing than formerly—is worn from his forehead to keep the alkali dust from his eyes. He needs chaps to ride through brush and avoid tearing and scratch. His high-heeled riding boots built for the stirrup would slip through a broad-brimmed for protection against the desert sun and to give air space and ventilation."

In "The Light of Western Stars" Holt gives a true interpretation of the type of hard-riding shooting cowboy who was an important factor in building up the Arizona cattle country, and Billie Dove are also featured in this production which was directed by William K. Howard of "The Thundering Herd."

## Noted Oldtimer Acts as Technical Film Advisor

William K. Howard, director, got technical pointers from the bad men and the Southwest from noted oldtimer of Yuma, Arizona, and of Zane Grey's border romance, "The Light of Western Stars."

Anderson is one of the characters of southern Arizona. He went there forty-two years ago, was, in turn, a band driver, prospector and was town marshal of Yuma where he was the law. He depended upon his quip and racy with a pair of six-shooters.

He also sank the Arizona at Agua Caliente, the necessary funds being provided by "falo Bill," who was a close friend of his.



# Dollar and Sense Value!



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In "The Light of Western Stars" Holt gives a true interpretation of the type of hard-riding, straight-shooting cowboy who was such an important factor in building up the Arizona cattle country. Jack Holt and Billie Dove are the stars of this production which was directed by William K. Howard, the producer of "The Thundering Herd."

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William K. Howard, Paramount director, got technical pointers on the Southwest from the noted oldtimer of the rustlers of Yuma, Arizona, and the filming of Zane Grey's border romance, "The Light of Western Stars."

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He also sank the rustlers. Arizona at Agua Caliente, the first oil well in the state, the necessary funds being provided by the "Buffalo Bill," who was aided by "Buf-

## Ex-Follies Beauty Has Featured Role in Zane Grey Film



BILLIE DOVE IN THE PARAMOUNT PICTURE "THE LIGHT OF WESTERN STARS" Production Mat 1PB

BILLIE DOVE, who shares featured honors with Jack Holt and Noah Beery in Paramount's film version of Zane Grey's "The Light of Western Stars," now playing at the Rialto Theatre, is a notable screen exception to the popular idea that breaking into the movies is a tremendously difficult feat.

For her it merely meant walking right over the footlights into the klieg lights! While in the Ziegfeld Follies a girl asked her to take her place on a call to play a "bit" in the films. As luck would have it, she was seen by Johnny Hines, who was just starting out to search for a girl of her type, and signed for the "Torchie" comedy series.

This experience before the camera stood her in good stead for, shortly after that, she was chosen to appear in the all-star cast of "Get-Rich-Quick Wallingford." Her beauty and talent later won her a year's contract with Metro on the coast, and she played in several important productions that gained her wide recognition and established her in popular favor. Miss Dove has reason to recall that year with affectionate remembrance for it was during that time that she met Irvin Willat, Paramount director, whom she afterwards married.

For the past several months she has been free-lancing with considerable success. Film fans will recall that she scored a distinct personal triumph in Paramount's "Wanderer of the Wasteland" and more recently in "The Air Mail."

In "The Light of Western Stars," a romance-drama of frontier America, she has a sympathetic and appealing role which promises with a naturalness and sincerity that is certain to win her new laurels.

## Two-Gun Man a Myth Declares Authority

The reason gun fighters of the turbulent Southwest used to carry two six-shooters instead of only one was explained to Billie Dove, Paramount featured player, while she was on location in southern Arizona during the filming of Zane Grey's "The Light of Western Stars" under the direction of William K. Howard.

Her tutor on gun matters was "Partner" Jones, a famous deadshot. The two-gun man of old is an exaggeration insofar as shooting equally well with both weapons at once is concerned, she learned. Occasionally a trick shooter would accomplish it but never in an actual battle. In a quick draw most of the shells from one six-shooter were used in a flash. The second gun was carried in reserve in case needed.

Also, she found out that most gun-toters carried only five shots in their six-shooters, so there would be no bullet against the firing pin.

The peace officers and bad men wore their belts tight and low on the hips to get a quicker and easier draw. The cowboys and fellows who didn't

## Press Reviews

### (Review No. 1)

A GAIN Zane Grey and Paramount have joined hands in glorifying the Great West, and the result of their painstaking efforts revealed itself last night at the Rialto Theatre. "The Light of Western Stars" is the rather brilliant title of this new photo-thriller, and, as is typical of practically all Zane Grey stories, it depicts another glorious, colorful phase of the early, romantic West.

This time it's the Arizona cattle country, back in those adventurous days when it was America's last frontier, that provides the picturesque setting for the stirring story of action, drama, conflict and love. From the moment the plot introduces Jack Holt as the daredevil cowboy, Noah Beery as the bandit chief and Billie Dove as the adorable heroine, the picture grips the interest like a vise and holds it till the final fighting finish.

All the essentials of Mr. Grey's original story have been carefully preserved by George C. Hull and Lucien Hubbard, who made the screen adaptation, and with the added advantage of marvelous desert backgrounds, the production has an air of realism that is refreshing in its details and significant because of its historic values.

To William K. Howard, the youthful producer, goes the major share of the credit, for it is his shrewd and resourceful direction that lifts "The Light of Western Stars" out of the class of the purely melodramatic westerns into the realm of the epic photoplays.

Although the theme of the story concerns the mighty struggle between the forces of outlawry and the forces of law and order, as typified by Beery on one hand and Holt on the other, it gains in dramatic intensity when those two clash for love of Miss Dove.

The action reaches a point of tremendous suspense when Beery captures Miss Dove and Holt, and forces the latter to take the "walk of death"—a favorite form of execution at that time, in which the victim is apparently turned loose only to be shot as he makes a dash for freedom. Holt's escape and the startling developments that follow furnish plenty of excitement and some brand new thrills.

"The Light of Western Stars" has everything the average movie-goer looks for in film entertainment!

### (Review No. 2)

"The Light of Western Stars," which made its initial appearance at the Rialto Theatre last night, combines the story-telling genius of Zane Grey, the directorial expertness of William K. Howard and the acting ability of Jack Holt, Noah Beery and Billie Dove.

Mr. Grey, who knows the West as few other men know it and can write about it sympathetically and understandingly, has turned his attention in this adventurous romance-drama to the vast Southwest, the great range and desert country of Arizona, which for long remained the stamping ground of the cattle-rustlers and bad men of the old West.

The essential flavor and spirit of the story has been captured by the scenarists, George C. Hull and Lucien Hubbard, so that the picture is a convincing portrayal of the picturesque life, habits and customs of those early empire-building days.

Jack Holt gives an excellent account of himself as the up-standing, square-shooting cowboy who loves to fight and fights to love! Noah Beery makes the outlaw chief he impersonates just as villainous and despicable as the character calls for. And Billie Dove invests her role with a naturalness and sincerity that makes her performance a memorable one.

Pictorially, the production leaves nothing to be desired, inasmuch as the actual locations mentioned by the author were used as scenic backgrounds. The staging is all that it should be and reflects great credit

## Triple Climax Features Zane Grey Photoplay

### "The Light of Western Stars" Hailed as Film Drama of Perfect Suspense

WILLIAM K. HOWARD, whose epic production "The Thundering Herd" is still fresh in the minds of movie-goers, recently completed another Paramount western based on Zane Grey's powerful frontier story, "The Light of Western Stars," which makes its local debut at the Rialto Theatre next Sunday.

Advance reports hail it as the film drama of perfect suspense, and those who have been privileged to preview the picture agree that the plot builds to what amounts to a triple climax in a way that is totally unexpected and extremely exciting.

The principal characters in this mighty production, which depicts in graphic and stirring fashion the last, desperate stand of banded outlawry on the remaining vestige of frontier America, include a notorious bandit chief, a daring, romantic cowboy and a beautiful Eastern girl, portrayed respectively by Noah Beery, Jack Holt and Billie Dove.

The action develops some smashing dramatic situations and hair-raising thrills, but takes a startling turn when Beery abducts Miss Dove and follows that up by capturing Holt and William Scott, her brother. The girl is suddenly faced with a dilemma that is overwhelming, for Beery, with fiendish cunning, tells her that she may have her choice of naming either her brother or the man she loves to go free; the other must die.

This is where the suspense begins in earnest. Each urges her to save the other. Finally she asks that Holt's life be spared, but Beery's subtle cruelty is now revealed. He turns Scott loose instead and sends Holt on the "walk of death." Each moment one expects to see the lion-hearted cowboy fall as the bandits open fire on him as he walks away.

Meanwhile, Holt's friends, having learned of his danger, start out on a wild ride of rescue, arriving just in the nick of time. In the battle between the rescuers and the outlaws, the former are outnumbered, and the suspense increases until re-enforcements arrive and engage the bandits in a furious gunfight.

"The Light of Western Stars" is the kind of red-hot entertainment that is unrivaled in its appeal!

## New Frontier Drama Has Desert Setting

The immensity of the Arizona Desert country, the hush of its mighty reaches, and its far mountain peaks set agleam by shafts of sunlight, have one of two effects upon a man, varying with his disposition, according to William K. Howard, Paramount director. Either the magic distances set his blood to bounding with the desire to do great deeds or else draw his mind into a contemplative, poetic wonder.

Mr. Howard, with a large company of Paramount players, including Jack Holt, Noah Beery and Billie Dove, spent several weeks, in the "sowari" cactus country near the Arizona border, filming Zane Grey's absorbing story of frontier America, "The Light of Western Stars."

"The Superstition Mountains form a remarkable scenic background," said Mr. Howard. "The locations were chosen with the greatest fidelity possible to those of Zane Grey's novel. Just before we left, there was a fairly heavy rain, and the desert dwellers predicted that as a result of the rain the plain would soon be carpeted with desert flowers."

"The Light of Western Stars" is a vital, swiftly-moving drama, which vividly recreates another phase of



Miss Dove from Beery, who plays the part of a desperate outlaw chief. It is a terrific race against time, for Beery has sent Holt on the "walk of death," that is, forced him to walk between two rows of buildings from which concealed bandits open fire, the idea being to kill him just as he reaches the open street.

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## Screenites Invade Indian Country on Location Trip

Sealing a tortuous trail up to the rocky citadel of the Superstition Mountains in Arizona, where the warring Apache Indians fought to death, provided one of the most interesting location trips ever experienced by Jack Holt, Noah Beery and Billie Dove.

The mountain trip was preceded by two weeks on the desert in the famed "sowari" cactus country for the filming of Zane Grey's border romance, "The Light of Western Stars" under the direction of William K. Howard.

The mountain caves where the Apaches entrenched themselves were visited by the Paramount featured players, and in one almost inaccessible rock fortress on the edge of a sheer cliff, crumbling skulls were still to be found. Here seventy-five Apaches died in battle with government troops.

But those hair-trigger days have gone. Civilization has claimed the frontier. The Apache Indians have tamed down since the wild days when Geronimo went on the war trail. Those the screen folks met were peaceful and diligent. Many, who don't live on the reservation, work as mine laborers and ranch hands. The historic Apache trail is mostly paved and well-travelled by motor cars, though it runs through wild and desolate country.

"The Light of Western Stars" recreates those early, colorful days when the Arizona cattle country was America's last frontier, and the bad men of the West were in the heyday of their villainy.

Cattle rustlers driving herds through the mountain passes, hand-to-hand fighting between outlaws and cowboys, some spectacular hard-riding and a hazardous rescue scene are a few of the exciting highlights of the production.

flicking up the dust at his feet, and one shot takes off his hat. To "Partner" Jones, famous cowboy sharpshooter, was entrusted the delicate task of doing this critical shooting. Jones is reputed to be one of the finest marksmen in America, and he certainly gave a remarkable exhibition of coolness, iron nerve and eagle eyesight during the filming of this dangerous scene.

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Jack Holt, as the hard-fighting cowboy, and Billie Dove, as the lovely and appealing heroine, share the acting honors with Beery.

## Hazardous Western Sport Gives Holt Great Thrill

The exploits of Johnny Cameron of Ajo, Arizona, in rounding up wild horses in the mesquite and cactus country of Arizona full tilt on a motorcycle, gave Jack Holt, featured Paramount player, an idea for a new thrill while he was on location for the filming of Zane Grey's "The Light of Western Stars" under the direction of William K. Howard.

Holt heard of Cameron's feat and determined to try it out. Accompanied by Noah Beery and a number of Paramount cowboys, he set out for the wild regions at the foot of the Superstition Mountains. They sighted a herd of wild horses on a fairly level stretch, and while Holt was able to get within roping distance of them, he couldn't handle his motorcycle and riata at the same time.

Beery, Eddie Warren and Jack Moore, the latter two expert ropers, cut two horses out of the small herd after a hard chase but decided that after all the scrub horse flesh wasn't worth roping. The wild horses are undersize, weighing only seven or eight hundred pounds.

The "sowari" cactus country near the Arizona border was chosen as the setting for "The Light of Western Stars" in accordance with the Paramount policy of picturizing every Zane Grey story on the actual locations mentioned by the author in the novel. Besides Beery and Holt, the all-star cast includes Billie Dove, Alma Bennett, William Scott and George Nichols.

not even a quirt. But, lady, in a fracas he's sure four aces in the hand. He's the gunfrightest fool from El Paso to the Coast."

That's the way a pal describes the hero of "The Light of Western Stars," the roaring Zane Grey romance-drama of the Arizona border days. And when Paramount decided to transfer this story to the screen, they very wisely chose the popular and virile Jack Holt to portray the role of the gun-fightin' hard-ridin' straight-shootin' cowboy.

Not intrinsically a drama of gun-fights and bloodshed, "The Light of Western Stars" is a big rugged outdoor story of the sturdy men who rid the cattle ranges of infesting outlaws and make the Arizona border a safe, progressive region.

The action of the plot revolves around Holt, Noah Beery, a cruel and cunning bandit chief, and Billie Dove, a beautiful girl from the East. Alma Bennett is also prominently cast as a bewitching Mexican dancer.

The picture was filmed against the picturesque scenic backgrounds of the Superstition Mountains and the colorful desert country of Arizona. William K. Howard, the producer of "The Thundering Herd," directed "The Light of Western Stars."

## Carrier Pigeons Link Film Player to Family

Carrier pigeons provided a direct air line communication between Jack Holt and his family when he went on location for the latest Zane Grey western production, "The Light of Western Stars."

The featured Paramount player spent three weeks in the almost uninhabited region of southern Arizona near the Superstition Mountains, far from telegraph or post offices. He took along three carrier pigeons from Los Angeles.

The first pigeon was released and winged its way safely to Holt's home when he arrived at Fish Creek Inn, on the Apache trail. It carried a message to his family that he was cheerful and in good health. He released the second pigeon at the end of a week to assure them all was well, and sent the third pigeon just before he left Arizona to tell Mrs. Holt he was on his way home.

"It was a bit of thoughtfulness and sentiment that few husbands would think of," Director William K. Howard said. Noah Beery and Billie Dove, who are featured with Holt in the picture, expressed the wish that they had brought along carrier pigeons too, when they discovered how far they were from a telegraph office and how few mail deliveries there were.

## Convict Necklace Solves Screen Actress' Problem

Convict No. 3945 in the Utah State Prison solved a problem for Alma Bennett, prominent Paramount player, and enabled her to do a kindly deed.

Miss Bennett was undecided what sort of a necklace to wear in her role of "Bonita," a bewitching Spanish dancing girl, in the new Zane Grey romance-drama, "The Light of Western Stars." Then came a letter and a package. The letter, which explains what was in the package, read in part.

"I am sending you under separate cover a genuine rose-leaf necklace that I made by hand in this prison, and have hopes that you will be sufficiently compassionate to one who is in deep trouble to aid me by purchasing same. My idea is that you may be willing to buy this article not because you need or greatly desire a rose-leaf necklace, but to aid and encourage an old trapper who has fallen upon evil ways and is trying to fight his way back to respectability."

Miss Bennett decided the necklace was just what she wanted and she sent Convict No. 3945 a sum greatly in excess of what he asked.

In "The Light of Western Stars," which William K. Howard directed, Jack Holt, Noah Beery and Billie Dove have the three important featured roles.

a saddle." Just why the cowboy had to do this and close the doors of an automobile is puzzling but true, according to Jack Holt, Paramount featured player, who sized up the movie puncher while on location in Southern Arizona for the new Zane Grey western romance, "The Light of Western Stars."

"The cowboy garb is a similar not as picturesque as it once was, pointed out Holt. "The cowboy is just as good a roper as he used to be, he also has to know how to operate a gasoline engine if he is to tend a windmill that runs a pump out of the range. He covers more ground nowadays because there are fewer cowboys than formerly. The time where the automobile comes in."

"His clothes have not changed much because each item of his apparel is designed to meet a certain condition of the range country. The loose neckerchief—less gaudy than formerly—keeps the alkali dust from his face. He needs chaps to ride through brush and avoid tearing and scratching. His high-heeled riding boots, built for the stirrup, would slip through the broad-brimmed for protection against the desert sun and the high-crowned hat for protection against the sun."

In "The Light of Western Stars" Holt gives a true interpretation of the type of hard-riding, straight-shooting cowboy who was such an important factor in building up the Arizona cattle country. Noah Beery and Billie Dove are also featured in this production which was directed by William K. Howard, the producer of "The Thundering Herd."

## Noted Oldtimer Acts as Technical Film Adviser

William K. Howard, Paramount director, got technical pointers on the bad men and the rustlers of the Southwest from Bob Anderson, noted oldtimer of Yuma, Arizona, during the filming of Zane Grey's border romance, "The Light of Western Stars."

Anderson is one of the famous characters of southern Arizona. He went there forty-two years ago and was, in turn, a bandster, stage-driver, prospector and marshal. He was town marshal of Yuma when a man's ability to enforce the law depended upon his quickness and accuracy with a pair of six-shooters.

He also sank the first oil well in Arizona at Agua Caliente, the necessary funds being provided by "Buffalo Bill," who was a close friend of his.

Anderson's splendid record in capturing some of the most dangerous bad men of the border country won him a position several years as an agent of the Department of Justice, and he did valuable government work abroad.

Director Howard sent for Anderson to come to the Paramount company location in Southern Arizona during the shooting of scenes for the Zane Grey picture, and the old westerner's knowledge was of great help to Jack Holt and Noah Beery, who, with Billie Dove, are the featured players.

## Mountain Ghosts Fail to Scare Paramount Players

Many legends are told about the Superstition Mountains of Arizona, where exterior scenes were made for Paramount's "The Light of Western Stars," a Zane Grey romance of the western cattle country.

One of these tales is told to William K. Howard, director, is said to have originated with the Indians. It concerns long-forgotten persons who ventured into the isolated regions of the mountains and never returned. But some travellers brought back stories of ghosts who inhabited the peaks and filled the night with eerie sounds.

Jack Holt, Noah Beery, Billie Dove and others of the company who camped in the recesses of the mountains where the footprints of man are strangers, laughed at the superstitious stories. They encountered no spectral inhabitants during the time they were filming scenes for the new production.



saddle."

Just why the cowboy hat is so important to open the doors of an automobile and close the doors of an automobile is a puzzling but true, according to Jack Holt, Paramount featured player, who sized up the man in Southwestern Arizona for the new "Light of Western Stars."

"The cowboy garb is similar but not as picturesque as formerly," pointed out Holt. "It is of old, but just as good a roping tool as he also has to know how to tend a gasoline engine if he is to pump out on a windmill that runs a mile or more ground the range. He covers a lot of ground nowadays because there are fewer cowboys than formerly."

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the Rialto Theatre, is a real screen exception to the popular idea that breaking into the movies is a tremendously difficult feat.

For her it merely meant walking right over the footlights into the klieg lights! While in the Ziegfeld Follies a girl asked her to take her place on a call to play a "bit" in the films. As luck would have it, she was seen by Johnny Hines, who was just starting out to search for a girl of her type, and signed for the "Torchie" comedy series.

This experience before the camera stood her in good stead for, shortly after that, she was chosen to appear in the all-star cast of "Get-Rich-Quick Wallingford." Her beauty and talent later won her a year's contract with Metro on the coast, and she played in several important productions that gained her wide recognition and established her in popular favor. Miss Dove has reason to recall that year with affectionate remembrance for it was during that time that she met Irvin Willat, Paramount director, whom she afterwards married.

For the past several months she has been free-lancing with considerable success. Film fans will recall that she scored a distinct personal triumph in Paramount's "Wanderer of the Wasteland" and more recently in "The Air Mail."

In "The Light of Western Stars," a romance-drama of frontier America, she has a sympathetic and appealing role which she portrays with a naturalness and sincerity that is certain to win her new laurels.

### Two-Gun Man a Myth Declares Authority

The reason gun fighters of the turbulent Southwest used to carry two six-shooters instead of only one was explained to Billie Dove, Paramount featured player, while she was on location in southern Arizona during the filming of Zane Grey's "The Light of Western Stars" under the direction of William K. Howard.

Her tutor on gun matters was "Partner" Jones, a famous deadshot. The two-gun man of old is an exaggeration insofar as shooting equally well with both weapons at once is concerned, she learned. Occasionally a trick shooter would accomplish it but never in an actual battle. In a quick draw most of the shells from one six-shooter were used in a flash. The second gun was carried in reserve in case needed.

Also, she found out that most gun-toters carried only five shots in their six-shooters, so there would be no bullet against the firing pin.

The peace officers and bad men wore their belts tight and low on the hips to get a quicker and easier draw. The cowboys and fellows who didn't expect a shooting argument, wore their six-shooters more loosely so they could swing a leg over the saddle with less difficulty.

Jack Holt and Noah Beery, who have a sufficient knowledge of the subject, confirmed "Partner" Jones' statements for Miss Dove.

"The Light of Western Stars," in which Miss Dove, Holt and Beery portray the leading roles is a dynamic Western romance of the Arizona cattle country, depicting the last, desperate stand of a notorious outlaw band, who terrorized the frontier territory.

### Legendary Gold Mine Fascinates Film Folk

Considerable excitement reigned among the players in "The Light of Western Stars," new Paramount production, when they reached a location scene in the mountains of southern Arizona and were told by Director William K. Howard that the "Lost Dutchman" gold mine was supposed to be in that vicinity.

This mine has become almost a legend. Fortunes have been spent and lives lost in attempting to locate it. The story runs that years ago an old Dutchman used to go into the mountains and return with big gold nuggets. He never would divulge the source of his find, and when he died, the secret died with him.

Numerous unsuccessful expeditions have been made into the mountains in search of the fabulous mine. Jack Holt, Noah Beery and Billie Dove, who are featured in this Zane Grey story, tried to prevail on Howard to undertake a little exploration trip of their own but he said time was too valuable.

the advantage of marvelous desert backgrounds, the production has an air of realism that is refreshing in its details and significant because of its historic values.

To William K. Howard, the youthful producer, goes the major share of the credit, for it is his shrewd and resourceful direction that lifts "The Light of Western Stars" out of the class of the purely melodramatic westerns into the realm of the epic photoplays.

Although the theme of the story concerns the mighty struggle between the forces of outlawry and the forces of law and order, as typified by Beery on one hand and Holt on the other, it gains in dramatic intensity when those two clash for love of Miss Dove.

The action reaches a point of tremendous suspense when Beery captures Miss Dove and Holt, and forces the latter to take the "walk of death"—a favorite form of execution at that time, in which the victim is apparently turned loose only to be shot as he makes a dash for freedom. Holt's escape and the startling developments that follow furnish plenty of excitement and some brand new thrills.

"The Light of Western Stars" has everything the average movie-goer looks for in film entertainment!

### (Review No. 2)

"The Light of Western Stars," which made its initial appearance at

the Rialto Theatre last night, combines the story-telling genius of Zane Grey, the directorial expertness of William K. Howard and the acting ability of Jack Holt, Noah Beery and Billie Dove.

Mr. Grey, who knows the West as few other men know it and can write about it sympathetically and understandingly, has turned his attention in this adventurous romance-drama to the vast Southwest, the great range and desert country of Arizona, which for long remained the stamping ground of the cattle-rustlers and bad men of the old West.

The essential flavor and spirit of the story has been captured by the scenarists, George C. Hull and Lucien Hubbard, so that the picture is a convincing portrayal of the picturesque life, habits and customs of those early empire-building days.

Jack Holt gives an excellent account of himself as the up-standing, square-shooting cowboy who loves to fight and fights to love! Noah Beery makes the outlaw chief he impersonates just as villainous and despicable as the character calls for. And Billie Dove invests her role with a naturalness and sincerity that makes her performance a memorable one.

Pictorially, the production leaves nothing to be desired, inasmuch as the actual locations mentioned by the author were used as scenic backgrounds. The staging is all that it should be and reflects great credit upon William K. Howard, who lives up to the reputation he established with "The Thundering Herd".

### Film Favorites in Screen Version of Popular Novel

The line forms on the right at the Rialto Theatre this week—and there are at least a half a dozen good reasons for it. "The Light of Western Stars," which is the main film attraction, is a Zane Grey story, and, of course, Mr. Grey's numerous readers are flocking to see if Paramount's screen version does it justice.

Jack Holt, Noah Beery and Billie Dove, who are featured in the production, have a host of admirers among local picture-goers, and they are all turning out en masse to cheer for their favorites. Then again, the name of William K. Howard, the producer, is a guarantee of directorial excellence, as many native movie fans know, since it was he who produced that famous western epic, "The Thundering Herd".

"The Light of Western Stars" was adapted by George C. Hull and Lucien Hubbard, and Mr. Grey owes them a debt of gratitude for the loving care with which they have translated his story into screen terms. The picture faithfully depicts the romance, the heroism and the villainy of the Arizona range country in those lawless days when it was the last frontier of the Great West.

Filmed midst the scenic grandeur of the desert country of the picturesque Southwest, and abounding in pulse-stirring thrills, this dynamic production stands head and shoulders above the average so-called western, because it has embodied in it the spirit of the pioneers and empire-builders.

America, include a notorious bandit chief, a daring, romantic cowboy and a beautiful Eastern girl, portrayed respectively by Noah Beery, Jack Holt and Billie Dove.

The action develops some smashing dramatic situations and hair-raising thrills, but takes a startling turn when Beery abducts Miss Dove and follows that up by capturing Holt and William Scott, her brother. The girl is suddenly faced with a dilemma that is overwhelming, for Beery, with fiendish cunning, tells her that she may have her choice of naming either her brother or the man she loves to go free; the other must die.

This is where the suspense begins in earnest. Each urges her to save the other. Finally she asks that Holt's life be spared, but Beery's subtle cruelty is now revealed. He turns Scott loose instead and sends Holt on the "walk of death." Each moment one expects to see the lion-hearted cowboy fall as the bandits open fire on him as he walks away.

Meanwhile, Holt's friends, having learned of his danger, start out on a wild ride of rescue, arriving just in the nick of time. In the battle between the rescuers and the outlaws, the former are outnumbered, and the suspense increases until re-enforcements arrive and engage the bandits in a furious gunfight.

"The Light of Western Stars" is the kind of red-hot entertainment that is universal in its appeal!

### New Frontier Drama Has Desert Setting

The immensity of the Arizona Desert country, the hush of its mighty reaches, and its far mountain peaks set agleam by shafts of sunlight, have one of two effects upon a man, varying with his disposition, according to William K. Howard, Paramount director. Either the magic distances set his blood to bounding with the desire to do great deeds or else draw his mind into a contemplative, poetic wonder.

Mr. Howard, with a large company of Paramount players, including Jack Holt, Noah Beery and Billie Dove, spent several weeks, in the "sowari" cactus country near the Arizona border, filming Zane Grey's absorbing story of frontier America, "The Light of Western Stars".

"The Superstition Mountains form a remarkable scenic background," said Mr. Howard. "The locations were chosen with the greatest fidelity possible to those of Zane Grey's novel. Just before we left, there was a fairly heavy rain, and the desert dwellers predicted that as a result of the rain the plain would soon be carpeted with desert flowers."

"The Light of Western Stars" is a vital, swiftly-moving drama, which vividly recreates another phase of the vanishing West—those early, rip-snorting days on the picturesque Arizona border.

### Cattle-Rustling Days of Old Recalled in Picture

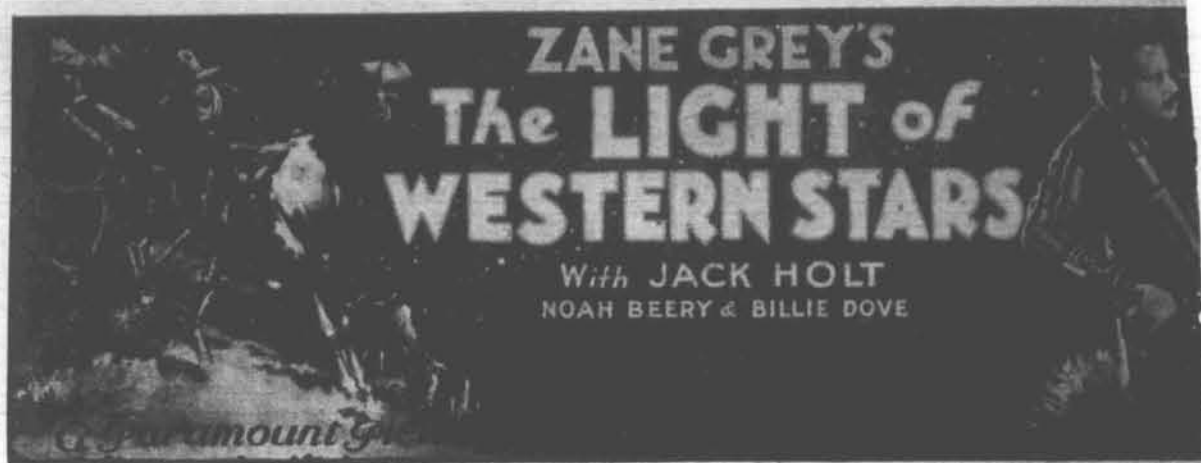
To get the most accurate details and color for a cattle-rustling sequence in the latest Zane Grey production, "The Light of Western Stars," William K. Howard, director, spent ten days investigating the facts and going over the ground of the last big cattle-stealing incident in southern Arizona.

The locale of this incident was in Pima County, but Howard adapted the information he obtained to the "sowari" cactus land that skirts the Superstition Mountains, which serves as a background for the new Paramount western. In the story, Noah Beery, an outlaw chief, and his band of desperadoes raid a ranch and drive off a herd of cattle.

Southern Arizona, today, the Paramount director learned, is free of the cattle-rustling bandits that used to run off "fortunes on the hoof." The country has been built up and there is considerable highway travel. An occasional cow or two is stolen but it is no longer possible to run off a herd of fifty, a hundred or two hundred head. The cattlemen have their protective associations. Then, too, the border is vigilantly guarded.

In "The Light of Western Stars" is shown the final desperate struggle between the border outlaws and the forces of law and order. Jack Holt, Noah Beery and Billie Dove portray the principal roles.





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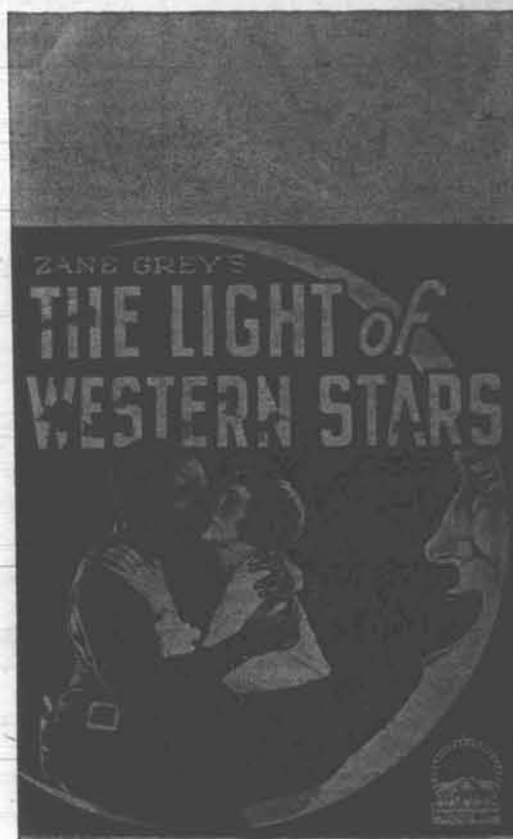
## Trailer Service

National Screen Service, Inc., issues an excellent Service Trailer on "The Light of Western Stars."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

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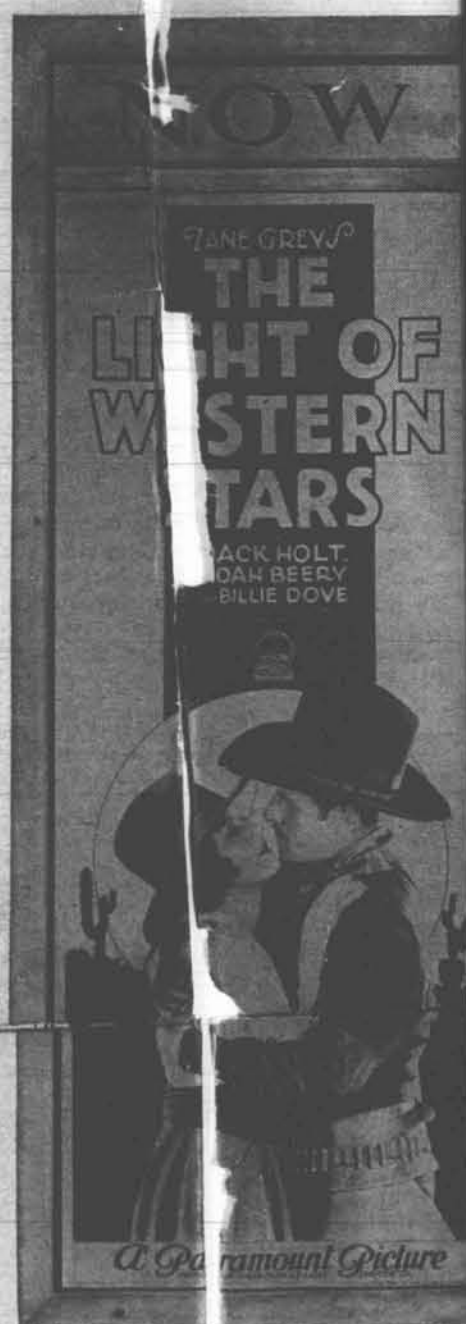
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ADVERTISING CUTS		Heralds, per thousand .....	4.00
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		Trailers—National Screen Service	
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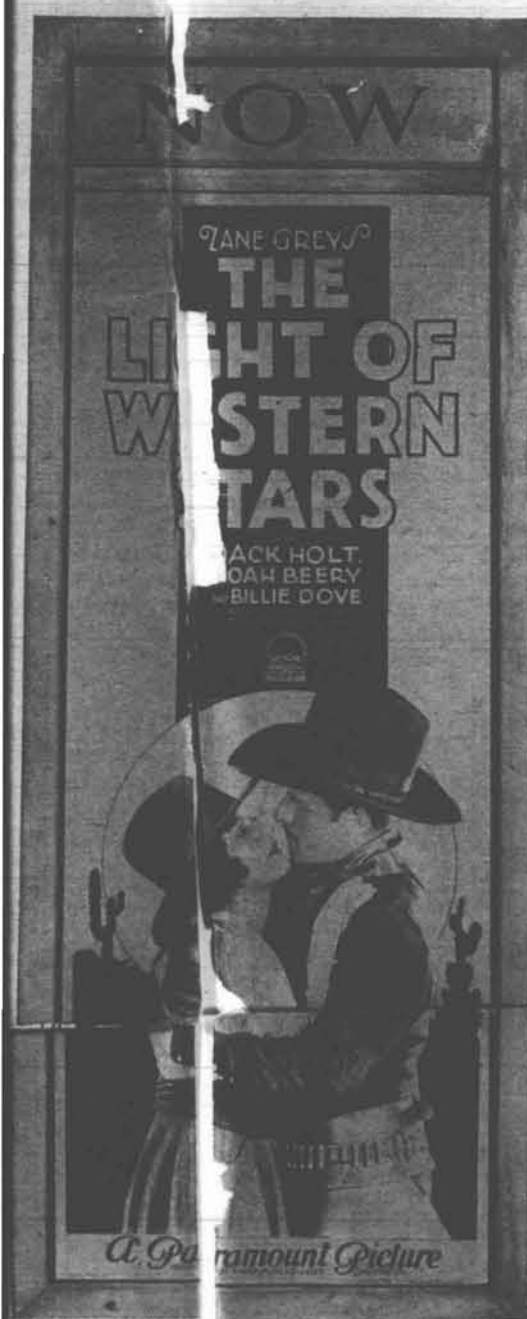




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3' x 10' Banner	2.00	FOR GENERAL EXPLOITATION	
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ADVERTISING CUTS		Cross Word Puzzle Books, Each	.07
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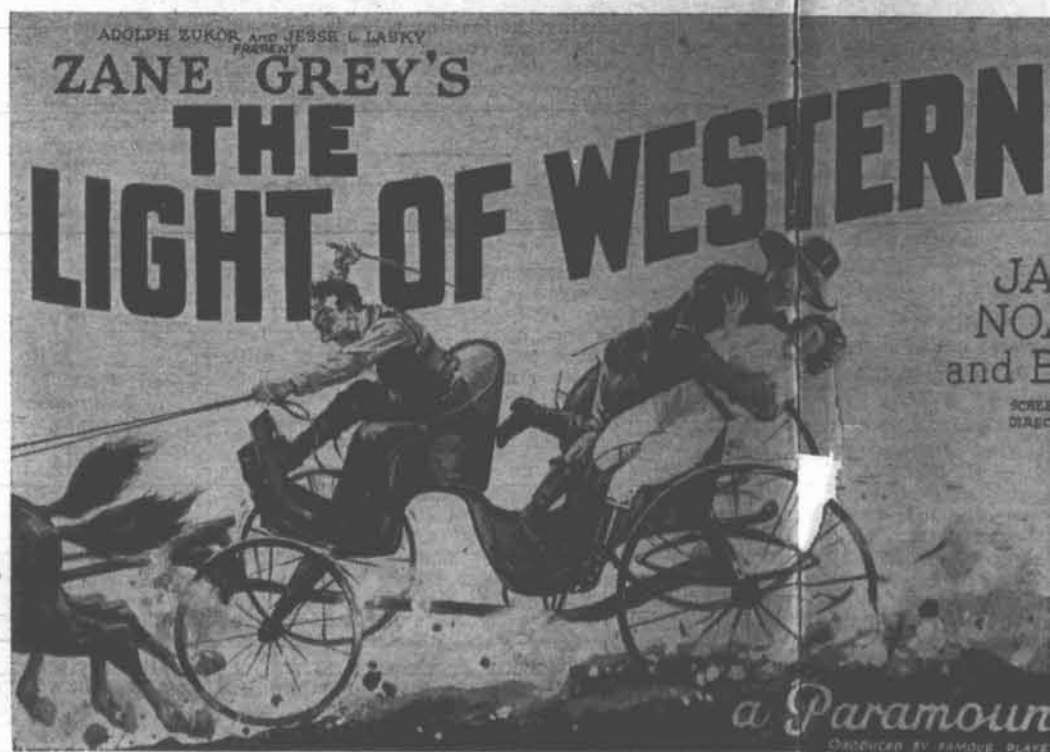
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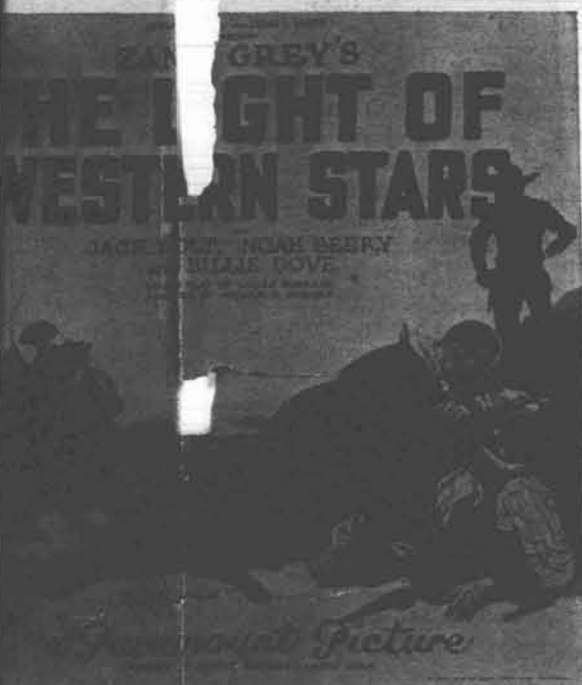
Six Sheet Poster 6A





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Six Sheet Poster 6A

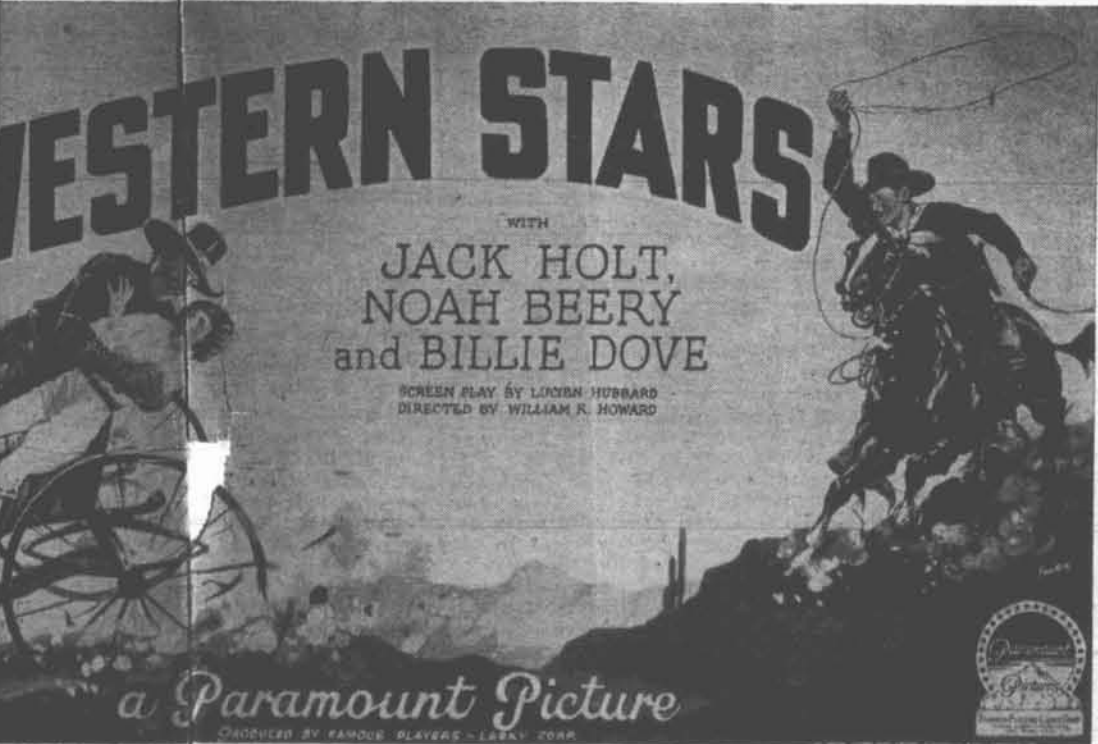
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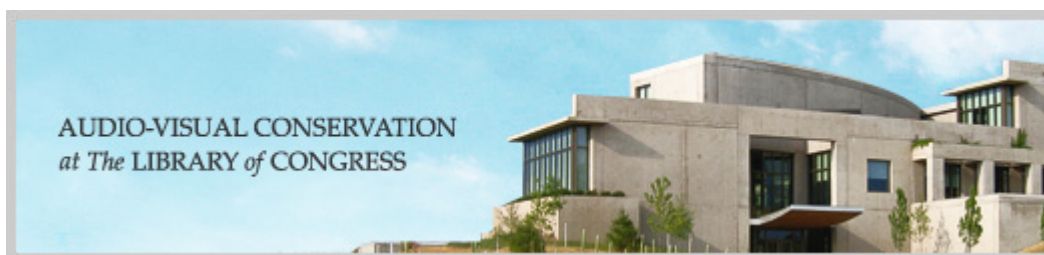
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